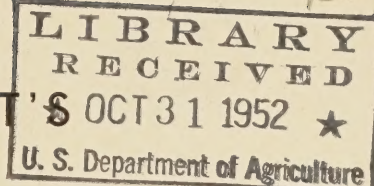


Historic, Archive Document

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62.09

1952-1953 SPECIALIST'S



WHOLESALE CATALOGUE

... we feature quality

Fuchsias

... offer a few novelty

Geraniums

... and, on page 12, four

Pelargoniums

... why less Geraniums and Pelargoniums,
but more Fuchsias?

Our retail sales have increased so much that we need more and more plants for our own nursery. For that reason—and prevailing low wholesale prices for geraniums and pelargoniums—we are featuring Fuchsias at wholesale, but are limiting our wholesale offering of geraniums and pelargoniums.

SCHMIDT NURSERY

355 LAMBERT AVENUE

•

PALO ALTO, CALIFORNIA

Palo Alto Phone DAvenport 2-4501

... before ordering

please read these **TERMS OF SALE**

Orders for all stock offered in this Wholesale Catalogue are being booked now. All orders are promptly confirmed, but are accepted subject to cancellation in case of crop failures and other conditions beyond our control.

No orders shipped that total less than \$5.00. **NOT LESS THAN FIVE PLANTS OF A VARIETY AT WHOLESALE PRICES.**

This catalogue cancels all previous issues.

We do not sell rooted or unrooted cuttings, but only well grown and established plants in pots.

Ordinarily our terms are cash with order, but you may pay at delivery time, or make other arrangements **AT THE TIME YOU ORDER.**

All prices F.O.B. Palo Alto. No charge for packing.

Since Railway Express rates are so high, we suggest shipment by Parcel Post and Special Handling. However, if you want us to ship to you by Railway Express, please so indicate on your order.

We are **NOT** responsible for the safe arrival of plants after they have been accepted in good order by the carrier. **CLAIMS FOR DAMAGE IN TRANSIT** (broken plants, delay in delivery, etc.) **SHOULD BE FILED WITH THE CARRIER ON DELIVERY.**

Orders will be shipped when plants are ready and, depending on the stock, that will be in late winter or early spring. However, please **indicate on your order when you would like to have the plants** and we will let you know at once what we can do.

All stock is labeled, true to name as given in this catalogue.

We **never substitute** if sold out of a variety you have ordered and so suggest you **PLEASE GIVE A SECOND CHOICE WHENEVER POSSIBLE.**

For years we have successfully shipped to distant places. Many thousands of plants—expertly packed—left our nursery and safely reached customers in many states, as far from Palo Alto as Maine and Florida, also Canada, the Canal Zone, the Territory of Hawaii, New Zealand, Germany and South Africa.

... about ordering Early



The demand for our specialties continues to increase yearly and so we always seem to be short of stock.

Last season we were sold out of most items in less than three weeks after our wholesale catalogue was mailed out. This year, again, we expect to be sold out of Pelargoniums and other items **in less than one month** after this catalogue reaches you. Since our production is limited, we urge you to order as soon as possible after you receive this catalogue. This is not high-pressure business but a statement of fact—each year the late orders are out of luck. Last year we mailed back several thousands of dollars worth of orders that were too late.

This does **not** apply to the new 1953 Fuchsia Introductions. We keep "open book" for them and hope to be able to supply orders throughout the season.

Visitors Please Note: We are **CLOSED MONDAYS** and on the following holidays: New Year, Easter, Memorial Day, July 4th, Thanksgiving and Christmas.

We are **OPEN ALL OTHER DAYS, INCLUDING SUNDAYS**, from 8 a.m. to 5 p.m.

FUCHSIAS

Please note that our fuchsias offered at wholesale are well-rooted plants grown in 2½" pots (Not 2" or 2¼" pots, but 2½" pots). It costs us more in time, materials and space to raise and ship 2½" stock, but it pays. When they reach you, our 2½" pot plants are ready for 4" or larger pots. They are stronger, better grown plants that come along faster and sell earlier.

Our fuchsia plants are clean. No cyclamen mites, two-spotted mites, red spiders, white flies, mealy bugs or other bugs on the stock we ship. We use the latest specific insecticides, properly applied. This refers not only to fuchsias, but to other plants listed here—all from 2½" pots and all clean stock.

Most of the plants we raise are grown for regular yearly repeat orders from well known nurseries on the coast. If you want to see why, we suggest that you mail us a trial order. Just a small order—the minimum \$5.00 worth. Chances are good that you will order again for next season.

1953 INTRODUCTIONS

BY HODGES, SCHMIDT AND TIRET

Also two sports, by Ervin and Miller

Mr. and Mrs. Raymond Hodges of Pacific Grove have again appointed us as their exclusive wholesale grower and distributor and we are, of course, equally pleased to be able to exclusively offer the new fuchsias of Mr. Horace M. Tired of San Francisco.

Merle and Ray Hodges raise their new seedling fuchsias in their famous Pacific Grove Fuchsia Gardens, from where have originated such fine varieties as Oregon Trail, Blue Bonnet, Merle Hodges, Purple Sage, South Pacific, Cherie, Royal Flush, and others.

Horace Tired is, of course, well known for his originations of former years, such as Rubeo, Bouffant, Moth Blue, Swingtime, Bewitched, Enchanted, Streamliner; not to forget his new ones of the 1952 season we mention just two—Bridesmaid and Lace Petticoats.

Our own 1953 introduction "Crown Jewel" joins the other varieties originated by Wm. E. Schmidt, namely Old Smoky, Carioca, Wood Violet, Inca Maiden and Gay Seniorita.

The new seedlings are listed alphabetically. Price Schedule is at end of descriptions, next page.

CATHY MILLER (Miller)—This fine sport of Bolero was discovered by Mr. John H. Miller of Carmel. It is more willowy in growth and more abundant in bloom and the color of the large corolla is a very pleasing soft orchid. Tube and short, broad, perfectly upturned sepals are bright red. Tested in Carmel for several seasons and at our nursery all this year and so can say that this is a very fine large-flowered fuchsia. Try it as a hanger, too.

CITATION (Hodges)—Winner of the First Prize, single seedlings, at the 1951 San Francisco Flower Show. Single corolla of four broad white petals, opening from campanulate to wide-open saucer form. Petals lightly veined pink at base. Tube and medium-sized upturned sepals light to rose pink, depending on exposure. Bushy, upright grower, wonderful deep green foliage, noted for the abundance of good sized flowers. Blooms well even in small pots. Mr. and Mrs. Hodges consider Citation to be their finest white open fuchsia to date.

CORONATION (Tired)—Patent applied for.—Double wide spreading corolla a most distinctive shade of rosy-raspberry. Short tube and long, narrow sepals waxy white, sepals flushed soft pink on underside. Tall, upright, willowy grower. Early bloomer, with large flowers. Mr. Tired considers Coronation to be his finest 1953 introduction.

CROWN JEWEL (Schmidt)—Double widespread ruffled corolla an attractive glowing rose, with a pale green center when fully open; greenish tube and long, broad, white sepals that are faintly blushed and of good substance. Tall, willowy grower, medium large leaves and large flowers that should reach extra size in the cooler sections. For a large fuchsia this has bloomed very freely and is quite heat tolerant, but should be shaded for finest coloring.

GYPSY PRINCE (Ervin)—This excellent sport of Gypsy Queen was found by Mrs. Grace M. Ervin of Soquel. It has all the desirable qualities of growth, large flowers and free blooming habits of the parent variety, but Gypsy Prince has a corolla of deep violet purple, a few smaller outer petals marbled flesh pink at the base. Larger central petals are serrated, tube and broad upturned sepals are bright red. Be sure to try this newest member of the Gypsy tribe.

LADY ANN (Tiret)—Winner of First Prize, double fuchsia seedlings, at the 1952 San Francisco Flower Show. Double spreading corolla formed of many curled petals, opening purplish-blue, with most of the outside petals marbled phlox pink. Short tube and broad, spreading sepals are white, sepals faintly blushed on underside, tipped green. Strong, bushy, upright grower with fine foliage, free flowering. Of particularly fine form and coloring in the cooler coastal sections.

SPRING SHOWER (Tiret)—Semi-double long-petaled white corolla. Short tube and upturned sepals flesh, underside of sepals soft phlox pink. Tall upright, branching grower, noted for the superabundance of medium-large flowers. This variety blooms early, even in small pots, and a fairly large plant is simply a shower of soft pink-and-white flowers.

VOODOO (Tiret)—Double corolla darkest of any large double fuchsia—a deep purple-violet. Short tube and long, wide, upturned sepals darkest red. Strong upright grower, large flowers. The popularity of double red-and-purple fuchsias goes on and on and the richly contrasting deep coloring of Voodoo places it right at the top for 1953.

YANKEE-DOODLE (Hodges)—Patent applied for.—For its startling red, white, and blue color pattern this fuchsia won First Prize for single seedlings at the 1952 San Francisco Flower Show. Short tube and upturned or reflexed sepals are deep red, single flat corolla white, with irregular elongated blotches and stripes of blue-purple. Medium tall grower, lots of good sized flowers. Remarkable for its variability—no two flowers are exactly alike. In a typical flower the somewhat pleated petals show an equal area of white and purple, but some flowers have an all-white corolla, a few flowers are dominated by purple, while others may have one or two white petals, with the other petals of the same flower strongly marked with purple. Not only that, but the markings are different even on the inside and outside of each petal, believe it or not. Yankee-Doodle will undoubtedly be the top seller of the 1953 fuchsia season, so be sure to order a good supply early—today.

Please note that we cannot accept your order for any of the above described non-patented 1953 Fuchsia Introductions unless your order is accompanied by a signed Propagating Agreement. For your convenience a copy of it, printed on yellow paper, has been inserted in this catalogue.

We hope to have a good stock of 1953 Fuchsia Introductions on hand throughout the season, but strongly advise early ordering if you want early delivery.

**WHOLESALE PRICES for Cathy Miller, Citation, Coronation, Crown Jewel, Gypsy Prince, Lady Ann, Spring Shower, Voodoo and Yankee-Doodle
strong plants grown in 2½" pots:**

5 plants of one variety.....	each 45c
10 plants of one variety.....	each 40c
25 or more of one variety.....	each 35c

Established **minimum** RETAIL PRICE for Cathy Miller, Citation, Coronation, Crown Jewel, Gypsy Prince, Lady Ann, Spring Shower, Voodoo and Yankee-Doodle, **for the entire year of 1953 is \$1.00 each, 6 plants for \$5.00.**

GENERAL COLLECTION OF FUCHSIAS

INCLUDING 1952 INTRODUCTIONS

Upright growing varieties listed below. Hanging-pot or trailing fuchsias listed as a group on page 9.

Please note that whenever the term "heat-tolerant" is used in a description, it does **not** mean that the particular variety may be planted in full sun. It may stand full sun in the fog belt, but must be planted, as are other fuchsias, in part shade in the warmer sections—then the flowers will be tolerant to hot weather.

No longer do two or three names dominate the field of new fuchsias. There now are many active amateur and professional breeders and our list here reflects the influx of their originations.

We are pleased to offer below new and recent fuchsias by these California breeders: Brand, Evans, Haag, Hodges, Nelson, Reiter, Schmidt, Schnabel, Tired, Walker & Jones, Waltz and others.

AUNT JULIANA—Sport of Uncle Jules with large double orchid lavender corolla and red upturned sepals. More willowy in growth than Uncle Jules, excellent as a hanger. Fine, very large flowers—one of the best sellers. **17½c.**

BERNADETTE—Double corolla deep blue, sepals pale rose to red. Upright bushy grower with medium sized flowers in a beautiful deep-blue tone. **17½c.**

BRIDESMAID (Patent pending)—Double corolla lilac-orchid, broad recurving sepals white, phlox pink on underside. Strong, medium high, bushy grower, with a profusion of large double flowers. **35c.** (Minimum retail price for 1953 is **\$1.00** each).

You may propagate your own Bridesmaid in 1953—please read how to go about it, on the yellow sheet enclosed in this catalogue. Patent labels of Bridesmaid available from us at **10c** each.

BUNKER BOY—1952 introduction. Double corolla of long fluted geranium lake petals. Thick waxy tube and long, broad sepals white, flushed palest carmine. Strong upright grower with large flowers. Proved to be fine in the warmer sections. **20c.**

CHANG—Single brilliant orange, flesh sepals flushed red. Strong upright grower, free bloomer. Good seller. **17½c.**

CHECKERBOARD—Single corolla deep cerise-rose, orange undertone. Long tube pale carmine, long-pointed narrow up-curved sepals pure white. Heat resistant. **20c.**

CHERIE—1952 introduction. Single corolla with blue-purple petals near-white at base and prominently veined and rolled in at the edges. Rose red upturned sepals and out-spreading corolla. Upright grower, free flowering. **20c.**

CHINA DOLL—Double white corolla and large red sepals. Listed under hangers

last year, but this is really a strong upright grower with many large flowers. **20c.**

CLAIR DE LUNE—Single orange-salmon corolla, long tube and short green tipped sepals palest salmon. Luxurious foliage, likes the warmer climate. **17½c.**

CLAIRE EVANS—Double violet blue to rosy mauve, sepals white, flushed pink on underside. Compact, bushy grower, very free bloomer. **20c.**

COLUMBIA—Sport of America, identical in growth and flower except that in Columbia the outside of the sepals is just slightly flushed pink, the long tube is white. With the red corolla this is a beautiful contrast, very showy in a hanging basket. **17½c.**

COUNTESS OF ABERDEEN—Single waxy white to palest pink. Compact growing and one of the most admired smaller fuchsias. **20c.**

CRINOLINE—Double corolla soft rose pink, tube and sepals waxy white. Tall upright grower with small thick leaves, free blooming. Stands our warmer climate quite well. No longer patented. New low price **20c** each.

DON PERALTA—Very large flower, usually semi-double corolla, with a long tube and long spreading sepals. Coloring much like the variety Anna. Vigorous growing fuchsia, specially for the warmer sections. **17½c.**

DOROTHY LOUISE—A 1952 introduction. Double corolla medium orchid pink, short sepals pink. Medium-large flowers freely produced on willowy upright grower. Early bloomer and one of the best pinks. **20c.**

DR. JULES WELCH—Double blue-violet, outer petals all pink or marbled; short, broad sepals deep pink. Vigorous, medium high, bushy grower with good sized flowers. Stands considerable heat, even sun, in warmer sections. **17½c.**

DU BARRY (Patent pending)—Double corolla changes from purple to fuchsia, with smaller outside petals heavily marbled with flesh pink. Tube and broad, reflexed, sepals softest pink. Strong upright grower with leathery leaves and large flowers of distinct coloring. **35c.** (Minimum retail price for 1953 is **\$1.00** each.)

You can propagate your own Du Barry in 1953—please read how to go about it, on the yellow sheet enclosed in this catalogue. Patent labels of Du Barry available from us at **10c** each.

ELKHORN—Large double orchid pink, veined rose, petals scalloped. Upturned sepals crimson. Strong upright grower. **17½c.**

ENCHANTED (Patent pending)—Large double corolla campanula blue, outer petals overlaid with fuchsia pink. The many smaller petals are attached to the broad base of the rose-red sepals and so spread out horizontally, encircling the large pendant center petals. Willowy grower, freely producing very large flowers of unique style. Wonderful in a hanging basket. **35c.** (Minimum retail price for 1953 is **\$1.00** each.)

You can propagate your own plants of ENCHANTED in 1953—please read how to go about it, on the yellow sheet enclosed in this catalogue. Patent labels of ENCHANTED available from us at **10c** each.

ESCONDIDO (Evans)—Double corolla lilac-blue, long tube and sepals rose pink. Spreading grower. **20c.**

FANTASY—1952 introduction. Semi-double corolla, petals with pale center, deeping to purple-blue at edges, smaller outer petals heavily overlaid pink. Open spreading flower with pink and green-tipped sepals. Branching, upright grower, free flowering. **20c.**

FASCINATION—Large double pink, deep pink sepals. One of the finest, specially large in cooler climate. **15c.**

FLORADORA—1952 introduction. Double deep violet purple, outer petals fuchsia pink at base, short broad sepals rose pink. Upright grower, free and early blooming. **20c.**

FLUORESCENT—A 1952 introduction. Long semi-double corolla soft lilac orchid, short tube and long, broad sepals white, faintly marked pink at edges. Willowy upright grower, may be used for baskets. One of the more distinctive fuchsias and well worth a trial. By arrangement with the originators we grow our own plants of Fluorescent. **35c** each.

FLYING CLOUD (Patented)—Semi-double to double white, slight pink flush at base of petals, tube and long spreading sepals

white, tipped green. Good grower, even outside the fog belt, but needs a cool location. Easily flowered in pots—a good seller. Under license with the patentee we grow our own plants of Flying Cloud. **35c.** (Minimum retail price for 1953 is **\$1.00** each.)

GAY SENORITA (Schmidt) — Single bell-shaped corolla lilac, flushed rose; long sepals rose red. Large flower, very free flowering. Popular variety. **15c.**

G. MONK—Double blue, sepals rose. Low and bushy, excellent pot plant. **15c.**

GRAY LADY—A 1952 introduction. Large double corolla pale greyish blue, upright rosy white sepals. Medium upright grower with large flowers of delicate coloring. Best in the cool coastal sections. **20c.**

GYPSY QUEEN—Double rosy mauve, sepals deep red. Upright grower with enormous flowers. Can't be surpassed—tops everywhere. **15c.**

HERON—Single blue-purple, broad sepals deep red. Strong upright grower, large flowers freely produced. The best in this class. **15c.**

HIS EXCELLENCY—1952 introduction. Large double rich violet corolla, short tube and sepals white. One of the finest of the new fuchsias, with large flowers of dramatic color contrasts. However, should be grown only under best conditions, as the plant is not a strong grower. **20c.**

HOLLYDALE—Double cattleya orchid, rosy sepals. Bushy grower, free blooming. One of the very best, specially for pots. **15c.**

HONEYMOON—Double spreading corolla beautiful deep blue, red sepals. Large, free blooming. One of the top sellers. **17½c.**

INNOCENCE—A 1952 introduction. Double or semi-double white corolla, short pale carmine tube and long, broad white sepals, blushed on underside. Upright branching grower producing a succession of good sized flowers. Blooms early and continuously. **20c.**

JIM FAIRCLO—Double burgundy with darker shades at bottom of petals, deep crimson sepals. Upright grower. **17½c.**

JOAN OF ARC—Double white. Taller, looser growth, and flower considered finer than Ave Maria. For the cool climate. **17½c.**

KEYSTONE—Long single corolla soft orchid pink, tube and long, slender, wide-spread sepals pale pink. Medium, spreading grower, very free flowering. Heat tolerant. Early to bloom and altogether one of the best fuchsias. **20c.**

LA BIANCA (Patent pending)—Single corolla white, short tube and long upturned sepals white, tipped green. Medium strong growth, deep green foliage, even good in a hanging basket. Medium sized, well shaped flowers freely produced and are quite heat tolerant and, in fact, do better in the warmer sections than in the fog belt. **35c.** (Minimum retail price for 1953 is **\$1.00** each.)

You can propagate your own La Bianca in 1953—please read how to go about it, on the yellow sheet enclosed in this catalogue. Patent labels of La Bianca available from us at **10c** each.

LACE PETTICOATS (Patent pending)—Double corolla white, tube and broad sepals white. Corolla is composed of large central petals, surrounded by smaller ones that are attached to the base of the sepals and so are spread out horizontally as the sepals curve up. Inside of sepals and petals are faintly blushed, in warmer sections more shot with pink, enhancing an otherwise all-white large double fuchsia. Upright, willowy grower. Quite heat tolerant and especially fine in the cooler regions. **35c.** (Minimum retail price for 1953 is **\$1.00** each.)

You may propagate your own Lace Petticoats in 1953—please read how to go about it, on the yellow sheet enclosed in this catalogue. Patent labels of Lace Petticoats are available from us at **10c** each.

LORD BYRON—Single corolla almost black, scarlet sepals. Bushy plant, free blooming. One of the best for pots. **15c.**

LUCKY STRIKE—Double blue and purple, splashed flesh pink, sepals pink. Strong bushy growth, free flowering. One of the most striking and popular. **15c.**

MALIBU (Evans)—Single to semi-double cerise red with orange flush, long tube and sepals waxy white, pink on underside of sepals. Tall, spreading grower, heat tolerant. **20c.**

MELODY—Beautiful single pale rosy lilac, upturned sepals palest rose. Strong branching growth, large flowers, free blooming. Tops in any climate. **15c.**

MISSION BELL—Single, flared bell-shaped corolla royal purple, sepals crimson. Strong upright grower, free blooming. Heat-tolerant. **17½c.**

MORNING GLORY—Single corolla orchid pink, tube and upturned sepals pale pink. Medium high, bushy grower, very free flowering. Beautifully shaped flower, like a pink "Sunset" fuchsia. **20c.**

MOTH BLUE—Double corolla deep lilac blue, short tube and long, broad, upturned sepals deep red. Of medium vigor, spreading habit; beautiful in a hanging basket. Very large flowers. **15c.**

MRS. W. P. WOOD—Similar in all respects to *F. magellanica* Molinae (*macrostema alba*) except the flowers are larger. Hardy, does well in the warm sections, very free flowering. **17½c.**

NEW FASCINATION—Double spreading corolla soft pink, sepals red. Upright grower, large flowers. Good everywhere. **15c.**

OLD SMOKY (Schmidt)—A 1952 introduction. Double corolla old rose with a smoky cast, tube and outspread sepals flesh, underside of sepals pink. Upright grower with pendant branches, useful as a hanger, too. Large flowers freely produced. Novel coloring distinguishes Old Smoky from all other fuchsias. From all reports nurseries were sold out early in 1952 and there will be a big demand for Old Smoky in 1953. Be sure to order a good supply now. **20c.**

OREGON TRAIL—Single hoop-skirt corolla opens to flat saucer-shape (best during cool months), light amparo-purple, veined rose red. Upturned sepals crimson. Moderate upright grower, early and very free blooming. **15c.**

OTHERFELLOW—Single, deepening from near-white at base to coral pink at petal edges; tube and short green-tipped sepals are waxy white. Upright grower, very free blooming. It's cute. **17½c.**

PACIFIC PALISADES—Double white, flushed pink at base of petals, sepals light pink. Compact, bushy grower. **20c.**

PALOMAR (Evans)—New. Double corolla lavender blue, sepals pink. **20c.**

PAN AMERICA—Double palest pink, red sepals. Tall, loose grower, very large flowers. **15c.**

PATTY EVANS—Double white, sepals white, tinted soft rose or pink. Vigorous, large flowers, blooms freely. Absolutely tops everywhere. **15c.**

PAUL BUNYAN—Double white corolla, short tube and long, broad pink sepals, tipped green. Upright grower. **20c.**

PEPPERMINT STICK—Double, royal purple center petals, outer petals light rose with purple edge. Broad upturned sepals carmine rose. Good grower, large spreading flowers. **20c.**

PINK BALLOON—Double fluffy corolla white, sepals rose. Blooms freely, very large flowers. Great favorite. **15c.**

PINK QUARTET—A quartet of rolled center petals surrounded by spreading ones, all soft pink; broad upturned sepals deep pink. Strong upright grower, free blooming. A good fuchsia, does well in the warmer sections. **17½c.**

PRIDE OF ORION—Double white corolla, deep red sepals. Large flower with long petals, veined red. Upright, bushy grower. One of the best red-and-whites. **15c.**

PURPLE HEART—Double corolla with center petals violet purple, large outer petals fuchsia pink and some marbled with purple; long, broad upturned red sepals. Strong grower with large flowers of rich color contrast. **17½c.**

REGAL—Resembles the variety Cardinal, but is a longer flower and a better all-red. Tall upright grower, good as a climber, heat-tolerant. **17½c.**

REITER'S GIANT—Double petunia purple, carmine sepals. Free flowering for such a very large flower, even in the warmer sections. **15c.**

REVERIE—Double spreading corolla soft lilac-pink, tube and sepals flesh pink, underside of upturned sepals phlox pink. Upright bushy grower, small leaves. Heat-tolerant. One of Victor Reiter's finest fuchsias—we predict great popularity for REVERIE. **20c.**

RICKY (Evans)—Double corolla white, pink at base of petals. Waxy tube and long and broad upturned sepals white, pink on underside, tipped green. Spreading bush, free flowering. **20c.**

ROSE OF DENMARK—Single lustrous rose pink, recurved sepals white. Medium sized flowers, blooms freely. One of the loveliest. **20c.**

ROSE OF MONTEREY—Semi-double rose pink, sepals rose. Medium high, spreading plant. A newer fuchsia well worth a trial. **20c.**

ROYAL FLUSH—A 1952 introduction. Single corolla royal purple, tube and upturned sepals deep red. Medium large flowers with corolla opening flat, even "bending backwards" to do so. Medium upright grower, dark green foliage, profusion of bloom. One of the Hodges' best fuchsias. **20c.**

RUBEO—Double corolla rose to crimson and geranium lake, sepals pale carmine. Strong grower, large flowers, good color and substance. This is one of the best of all fuchsias—tops in any climate. **17½c.**

RUFUS—Single, self-colored turkey red. Strong upright, bushy grower, just covered with medium sized, bright red flowers. Hardy and heat-resistant; wonderful for hedges. **20c.**

SAN JACINTO—Originator's description: Beautiful crisp double flowers of lilac and waxy shell pink. Vigorous, bushy grower. **20c.**

SAN LEANDRO—Double, fuchsin to vermilion, tube and sepals carmine. Upright grow-

er; large flowers don't mind heat. This variety is one of the best big doubles. **17½c.**

SEA SHELL (Evans)—Double corolla palest shell pink, shorter outer petals flushed deeper pink. Tube and outside of sepals waxy white, underside of sepals phlox pink. Upright, bushy grower, very free flowering. **20c.**

SEQUOIA—A sport of Honeymoon, identical in habit, but the corolla is silvery orchid-lilac. Very early and free blooming—this is a good one. **17½c.**

SEVENTEEN—Double corolla and long, thick sepals rose madder. Wonderful substance, clear rose shade, free blooming. Victor Reiter's masterpiece—one of the finest fuchsias ever introduced. **17½c.**

SILVIA—Semi-double corolla purest white, upturned sepals light pink. Tall grower, very free flowering. Heat tolerant. **20c.**

SNOWBALL—A 1952 introduction. Large double white corolla, tube and broad, upturned sepals white, flushed pink at base of sepals and base of tube. Upright grower, large leaves, with the largest of all "all-white" flowers. Best under cool growing conditions. **20c.**

SOUTH GATE—Double corolla pale pink, upturned sepals medium pink, tipped green. Vigorous, spreading bush with a profusion of medium large flowers. Blooms early and is one of the top pink fuchsias. We recommend it highly. **20c.**

SOUTH PACIFIC—As the flower matures the four pink-veined white petals open flat, displaying long pink stamens and pistil. Broad upturned crimson sepals. Upright bushy grower with good foliage and lots of flowers. **17½c.**

SUNRAY—Leaves silvery white, green, cream and yellow, new leaves and stems of colorful rosy hue. Beautiful foliage effect. **20c.**

SUPER BRITISH—Single orange-crimson, tube and sepals waxy white. Willowy grower, free blooming, excellent color contrast. Stands heat. **15c.**

SUSAN—Double lilac blue, tube and sepals ivory and soft pink. Medium vigor, beautiful coloring. Very early bloomer, good pot plant. **17½c.**

SWEET SIXTEEN—Double pink corolla, pink sepals. Good grower useful as espalier or try as hanger. **20c.**

TENNESSEE WALTZ—Double rose madder to mauvette, curved sepals rose madder. Strong growing upright bush. **20c.**

THE DOWAGER—Large double blue purple, broad upturned sepals rose red. Medium high, branching growth. Very large in a cool climate. **17½c.**

TITANIC—Double deep purple, carmine at base, sepals red. Upright, free blooming for such a large flower. Highly recommended. **15c.**

TREASURE—Double, spreading corolla soft lilac blue, pink sepals. Upright bushy grower, free flowering. This is one of the very best—sells readily. **15c.**

TRIUMPHANT—Semi-double spreading corolla amethyst violet, sepals red. Tall, strong grower. Showy variety. **15c.**

TUTU—A 1952 introduction. Large double corolla orchid lavender, tube and broad sepals white, phlox pink on underside. Stocky, upright grower with heavy foliage and very large flowers. Best under cool conditions. **20c.**

UNCLE JULES—Double violet blue, sepals crimson. Willowy growth. Giant double of fine "blue" coloring. Tops. **15c.**

VIOLETTA—A 1952 introduction. Long single corolla near-white at base, deepening to deep violet at petal edges. Short tube and long, narrow sepals white. Tall upright grower, free flowering. **20c.**

ADDITIONAL VARIETIES—The following listing includes some of the best fuchsias in the trade, many of them too well known to warrant description here.

All 15c each, except where otherwise noted:

Aurora Superba **17½c**; Country Cousin **20c**; Crescendo, Dainty Lady, Display; Erecta **17½c**; Gartenmeister Bonstedt; F. magellanica gracilis variegata **17½c**; Mazda, Molinae, Schiller; Souvenir de H. Henkel **20c**; Storm King, Sunset, The Chief, Torpilleur; Trumpeter **17½c**; Utopia.

HANGING POT or TRAILING FUCHSIAS

AMAPOLA—Usually semi-double, rose purple; tube and sepals dark pink. Vigorous grower, large flowers. **17½c.**

ANNA—Double, rose madder to carmine; long, broad red sepals. The very large flower is a best seller in all fuchsia growing sections. Heat resistant—absolutely tops. **17½c.**

AUTUMNALE—Highly colored foliage of bronze, orange, yellow and green. Grow in sunnier location, pinch back frequently. Beautiful as a hanger. **17½c.**

BACHELOR GIRL—A 1952 introduction. A sport of Bewitched, with the branches somewhat more pendulous, but the same type of growth and foliage. However, the corolla of Bachelor Girl is pale mallow, the sepals long, white, with green tips. Free blooming. **20c.**

BEWITCHED (Patent pending)—Double corolla dubonnet purple, petals near-white at base. Tube and long, green-tipped sepals white, inside sepals flushed palest pink. Long white buds open into large flowers, produced in abundance. Vigorous willowy

WEDGEWOOD—Double lavender blue, tube and upturned sepals waxy white, underside of sepals faintly blushed. Upright, bushy grower. One of Clem Schnabel's finest. Heat tolerant. **20c.**

WHITEMOST—Single white, sepals light pink. Strong grower, very free blooming. Easy to grow—one of the finest. **15c.**

WHITE SPIDER—Single white, long twisted sepals white, flushed pink. Spreading grower with good sized flowers. **17½c.**

WHITE WONDER—Double corolla white, broad sepals crimson. Strong upright growth. A Gypsy Queen sport with very large flowers. Highly recommended. **15c.**

WINSTON CHURCHILL—Double magenta pink, shaded blue, sepals red. Medium bushy, good sized flowers, very free flowering. One of the real top varieties—excellent for pots. **15c.**

WOOD VIOLET (Schmidt)—Double violet blue, sepals dark red. Medium bushy grower, medium sized flowers, free blooming. Does well south or north. **15c.**

grower, lush-green foliage. Dramatic color contrast and proved to be a leader in retail sales. **35c.** (Minimum retail price for 1953 is \$1.00 each.)

You can propagate your own BEWITCHED in 1953. Please read how to go about it, on the yellow sheet enclosed in this catalogue. Patent labels of BEWITCHED available from us at **10c** each.

BLOOMER GIRL—A 1952 introduction. Double pale pink corolla, veined carmine at base, upturned sepals red. A natural trailer with large flowers, free blooming. **20c.**

BLOSSOM TIME—A 1952 introduction. Large single on the order of fuchsia Jack Shahan, but of softer coloring. Strong grower with pendant branches and good foliage. Heat resistant and free blooming. **20c.**

BLUE BONNET—Large single, flaring corolla deepening to purple-blue, prominently veined red. Tube and long, upturned sepals bright red. Of vigorous growth and free blooming. **17½c.**

BLUE PENDANT—Double pale powder blue, broad sepals rose pink. Moderate, branching growth, early and very free bloomer. Beautiful soft colored flowers that can take a warm climate. **17½c.**

BOUFFANT—Long single white corolla, lightly veined pink at base; medium tube and large, spreading sepals pink to rose red, depending on exposure. Vigorous, willowy grower, free blooming, large flowers. Very popular. **17½c.**

CARIOCA (Schmidt)—Single spreading corolla with petal edges notched; long green-tipped upturned sepals. Opens with purplish shading to petals, but changes to large flowers of almost self-rose. Strong grower, very free flowering. Heat resistant, but has made a big hit in the cooler sections, too. **20c.**

CASCADE—Single deep carmine, long sepals white, flushed pale carmine. Strong grower, good foliage, large flowers. Universally popular. **15c.**

CHIFFON—Double "ragged" corolla white, pink at base; tube and sepals deep red. **20c.**

ESTHER NELSON—Double orchid purple to pink, tube and recurved sepals flesh pink, green-tipped. Fluffy medium sized flowers. Very free flowering. **20c.**

GIANT CASCADE—Between Cascade and Hallowe'en in size and color. Very fine large-flowered trailer. Recommended. **15c.**

INCA MAIDEN (Schmidt)—Single violet blue, long narrow reflexed sepals rose pink. Noted for perpetual bloom. Heat resistant—none easier. **15c.**

MANTILLA—Single corolla, very long tube, and sepals, all deep red. Fine trailer, with bronzy foliage. Specially recommended as it stands more heat than most trailing fuchsias. **17½c.**

MARINKA—Single crimson, red sepals. Reddish stems and leaves. Hardy and easy to grow and very popular. **15c.**

MERLE HODGES—Double large fluffy corolla soft powder blue, outside petals flushed fuchsia pink. Some of the petals are scalloped. Broad, upturned sepals rosy red. Best in the fog belt, or during cool months in warmer sections. Very choice. **20c.**

MISS CALIFORNIA—Single to semi-double white, light pink veining near base of petals. Tube and broad, long pointed upturned sepals pink. Loves the cool weather. **17½c.**

MRS. RUNDLE—Single light orange, long tube and sepals pale salmon. Strong growth, fine foliage. Beautifully shaped flower. **15c.**

MRS. VICTOR REITER—Single crimson, long tube and narrow sepals white. Tops in color contrast and grace of flower. **15c.**

PINK BALLET GIRL (Nonpareil)—Semi-double rosy violet-blue, sepals white, flushed pink. Fine grower, good foliage, floriferous. Easy to grow. **15c.**

PUGET SOUND—Double spreading white corolla, pink on outside petals. Broad upturned sepals rosy red. For the cool Coastal climate where it is one of the largest. **17½c.**

PURPLE SAGE—Single saucer-shaped deep purple corolla opens flat, displaying extra long red stamens and pistil. Recurved deep red sepals. Medium grower with dark leaves. Blooms very freely and stands up well even here in warm Palo Alto. **20c.**

RED SPIDER—Single rose red to crimson, slight violet undertone. Good trailing habit, stands warmer climate. Sheets of flowers with long spreading sepals. Absolutely tops. **15c.**

RUTHIE—Double, intense violet blue, small outside petals fuchsia pink. Short, broad sepals white, flushed pink on underside. Medium sized flowers, free blooming. Very good. **20c.**

SAN FRANCISCO—Single geranium lake, thick tube and long sepals pale carmine. Strong grower. A very fine orange variety, likes the warmer climates. **15c.**

SAN MATEO—Double, deepest violet, splash-ed fuchsia pink. Sepals rosy red. Very large informal corolla, the most popular giant-flowered hanger. **17½c.**

SAN PABLO—A sport of San Mateo, identical in growth and size of flowers except for its more trailing habit and the orchid color of the corolla, with rose pink sepals. One of the finest ever introduced. **17½c.**

SNOWFLAKE—Single white bell-shaped corolla, upcurled sepals white. Strong grower with dark green foliage, easy to grow, free blooming. Heat resistant. One of the top sellers for the warmer sections. **20c.**

SNOW FLURRY—A 1952 introduction. Semi-double to double corolla white, tube and sepals white, with a pink flush at the base of petals and sepals. Blooms in profusion. Somewhat upright at first, but arching branches make a good basket. **20c.**

STREAMLINER (Patent pending)—Everything about this great fuchsia is streamlined—the long slender buds, long thin tube, long semi-double corolla, extra long twisted and curved sepals, and even the strong growth streamlines directly down from the hanging pot. Similar in coloring to "Red Spider," but deeper colored in both corolla and sepals. Streamliner loves the warmer climate and has produced sheets of blooms wherever grown last season. **35c.** (Minimum retail price for 1953 is **\$1.00** each.)

You can propagate your own **STREAMLINER** in 1953. Please read how to go about it, on the yellow sheet enclosed in this catalogue. Patent labels of **STREAMLINER** available from us at **10c** each.

SWEETHEART—Double corolla with center petals lavender blue; large outer petals

fuchsia pink and some marbled with blue; long, broad, recurved pink sepals. Willowy grower with big buds and large flowers. Sweetheart is in the always popular soft colors. **17½c.**

SWINGTIME—Double corolla milky white, tube and short, upturned sepals shiny red. Good grower of branching habit, free blooming, with large flowers having a prominent corolla. One of the top hanging basket fuchsias, as Swingtime likes the warmer climate and performs equally well in the cooler sections. **17½c.**

TRAIL BLAZER—Best described as a double "Red Spider" with sepals a little paler in color. A real trailer, with branches hanging directly down the sides of the basket. No longer patented. New low price **20c** each.

OTHER FUCHSIAS USEFUL FOR HANGING POTS

Described or listed and priced on preceding pages, the following varieties have been grown successfully in hanging baskets, specially those printed in heavy type:

Aunt Juliana, Aurora Superba, Clair de Lune, Columbia, Don Peralta, Du Barry, Enchanted, Flying Cloud, Fluorescent, Gay Senorita, Lace Petticoats, Lucky Strike, Moth Blue, Old Smoky, Pan America, Patty Evans, Seventeen, South Gate, Souv. de H. Henkel, Super British, The Dowager, Titanic, Trumpeter, Uncle Jules, Utopia, Whitest and White Spider.



LADY WASHINGTON GERANIUMS

Also known as Show, Fancy or Martha Washington Geraniums, and often as just plain Pelargoniums. Botanically *Pelargonium domesticum* varieties.

1953 INTRODUCTION

BABY SNOOKS (Schmidt)—This is a new color in the Pansy Pelargonium class. Baby Snooks is as large, or larger, than Baby Breen, usually more flowers to the umbel, with a rounder flower than Little Rascal. Lower petals palest orchid pink; top petals same ground color, heavily veined rose-violet, with deep red-black blotch in center, flushed raspberry toward petal edges. Very free flowering.

Wholesale Prices for BABY SNOOKS. Strong 2½" pot plants

5 plants.....	each \$.65	25 or more plants.....	each \$.40
10 plants.....	each .50	100 or more plants.....	each .35

MINIMUM RETAIL PRICE for Baby Snooks for the entire year 1953: plants in 2½" pots \$1.00 each.

1952 INTRODUCTION

CIRCUS DAY (Schmidt)—Lower petals medium pink, somewhat fluted. Top petals deeper pink, with medium-large velvety brown-black blotch, flushed with salmon. Strong upright grower of average size, noted for large umbels of very large flowers, held well above the plant. As gay as a Circus Day!

5 plants, each **60c**; 10 plants, each **45c**; 25 or more, each **35c**; 100 or more, each **30c**.

CONSPICUOUS—Shining oxblood or wine red, elongated black spot in lower petals, more veining and blotch in top petals; waved petals edged with a black hair-line. Very large flowers, floriferous. Well named, as CONSPICUOUS is one of the showiest and most distinct varieties to be introduced in years. We highly recommend this outstanding new variety. 5 plants, each **60c**; 10 plants, each **45c**; 25 or more, each **35c**; 100 or more, each **30c**.

GRAND SLAM (Schmidt)—Rosy red, slight salmon undertone; top petals with velvety red-brown spot, flushed salmon to petal edges. Handsome umbels of large flowers with heavily waved petals. Moderate growth, a grand bedding and pot plant variety. Most nurseries report being sold out early in 1951 and again early in 1952. Grand Slam will be a big seller in 1953—place your order at once. 5 plants, each **60c**; 10 plants, each **45c**; 25 or more, each **35c**; 100 or more, each **30c**.

DWARF GERANIUMS

Dwarf geraniums are not just low-growing forms of the regular Zonal or Garden geraniums, but are truly dwarfs, with small leaves and small flowers on miniature plants. Fine for window gardening or outdoor pot culture. So uncommon that any nursery handling them will find a ready sale.

BLACK VESUVIUS—Dwarf, with small dark leaves turning almost black-green in full sun. Fairly large bright-red single flowers over a long period. Grows slowly. **50c** each.

KLEINER LIEBLING (Little Darling)—Dwarf, with small green leaves and small single rose pink flowers, blooms freely. Tallest of the dwarfs in time up to 15" high, but normally lower in pots. **25c** each.

MADAME FOURNIER—Dwarf, much like Black Vesuvius, described above, but faster

growing and fine for low borders, as well as pots. Single red flowers. **25c**.

PIGMY—Dwarf, very small light green leaves and small double red flowers. Grows fairly fast, but is the smallest of all geraniums and blooms very freely. Most difficult of all geraniums to ship any distance, such as to eastern states. **35c** each.

PIXIE—Dwarf, dark leaves and single light salmon-pink flowers. Good grower with foliage turning very dark in full sun. Blooms freely. **35c** each.

FANCY-LEAVED GERANIUMS

Also known as Colored-leaved, these are forms of the Garden or Zonal Geranium with zonal markings and various colors on the leaves. This is another group overlooked by many nurseries. They are much sought after for window gardening, pot culture or planting outdoors. Much recent magazine and newspaper publicity has further increased the demand for them.

All strong stock grown in $2\frac{1}{2}$ " pots, at 25c each unless otherwise noted, five or more plants of a variety, any or all varieties.

ALPHA—Medium small yellow-green leaves with a reddish zone. Low, bushy plant, single red flowers.

CRYSTAL PALACE GEM—Yellow-green with an irregular green spot in the center of the leaf. Strong grower, small single red flowers.

DISTINCTION (One-In-A-Ring)—Medium small, light green leaves with very dark zone near edge, leaf edge distinctly ruffled. Foliage deep green with almost black zone when in full sun. Bushy plant, single red flowers.

DWARF GOLD LEAF—Not a dwarf, but low and bushy and the best of the Gold-Leaved varieties. Like all yellow-green varieties, color is best in as much sun as they will stand without "burning." Small single brilliant red flower. 35c each.

HAPPY THOUGHT—Green leaves with large irregular, light yellow center. Strong upright grower, small single deep red flowers. Easy to grow, good even in part shade.

JUBILEE—Yellow-green with a broad red-brown zone, very handsome in a sunny location. Strong upright grower, small single salmon flowers. This is the best of the various Bronze-Leaved varieties of this type.

MISS BURDETT COUTTS—Two-toned green center, zoned brown and red, with a creamy yellow border. Small single light red flowers. Low, slow, bushy grower, fine for pots. Very colorful if given enough sun to color up well without "burning." 50c each.

MRS. COX—Green with wide zone of bronze, salmon red and crimson, edged yellow. Strong upright grower, small single pink flowers. Probably the most colorful of all Fancy-Leaved geraniums. 50c each.

MRS. PARKER—Silvery green, bordered white. Somewhat slow but easy to grow, with fairly good double pink flowers, very free flowering.

SKIES OF ITALY—Green, zoned bronze and splashed red, creamy-yellow edge. Strong grower, stands full sun, small single light red flowers. Color brightest on older, pot-bound plants that are given light applications of a complete plant food. This applies to all the Fancy-Leaved geraniums—brightest coloring is on the new growth.

WILHELM LANGGUTH (Mrs. Langguth, etc.) Silvery green, bordered white, with good sized double cherry-red flowers. Strong upright grower. This and Mrs. Parker will do fairly well in part shade.

SCENTED-LEAVED GERANIUMS

This group, too, has had a lot of favorable publicity and should be in strong demand this coming season. The flowers are not much (with one or two exceptions), but that is more than made up by the interesting leaf shapes and the strong scent emitted when the leaves are rubbed. Fine for pots, or outdoor planting.

Strong $2\frac{1}{2}$ " pot plants, 25c each, five or more of a variety, any or all varieties: **Clorinda**, **Fair Ellen**, **Lemon**, **Lime**, **Peppermint**, **Pungent Peppermint**, **Nutmeg**, **Rose**, **Strawberry**, **Variegated Prince Rupert**, and **Variegated Rose** geranium.

UNUSUAL GERANIUMS

TWO NEW 1953 INTRODUCTIONS

We are pleased to be able to introduce two brand new colors in the Cactus-Flowered group of geraniums. For years the trade offered the variety Poinsettia, red color, and the Pink Poinsettia. A few years ago we introduced Mrs. Harvey L. Smith's seedling "Noel," the pure white Cactus-Flowered geranium. Since then Mr. Holmes C. Miller named two white and two red seedlings, all of a smaller type, and lists them in his retail catalogue.

Now, for 1953, we are introducing two of Mrs. Smith's finest seedlings, namely Morning Star and Southern Cross. These are long-awaited colors to add to the very limited range previously available in Cactus-Flowered geraniums.

These Cactus-Flowered geraniums are great novelty plants and have enjoyed a lot of newspaper and magazine publicity. There is a ready demand for them—be sure to get in your order for Morning Star and Southern Cross.

MORNING STAR (Smith)—About the same size and shape of flower as Noel, but Morning Star is a lovely soft salmon, close to the color of geraniums Emile Zola or Lullaby. Strong grower, leaves zoned, medium sized umbels, free flowering.

SOUTHERN CROSS (Smith)—Larger flowers and slightly narrower petals than Noel, with large umbels of flowers, the largest of any Cactus-Flowered geranium. Color is a showy salmon-coral, about the same as the famous Fiat geranium. Strong grower, leaves with a deep zone, very free flowering.

Wholesale Prices for **MORNING STAR** and **SOUTHERN CROSS**

Strong 2½" pot plants

5 plants of one variety, **\$1.00** each

10 plants of one variety, **75c** each

25 or more plants of one variety, **50c** each

NOEL—Double pure white Cactus-Flowered geranium. Quite a novelty. **25c.**

PINK POINSETTIA—Double light orchid-pink Cactus-Flowered. **25c.**

POINSETTIA — Double red Cactus-Flowered. **25c.**

RED ROSEBUD—Very double bright red, miniature rosebuds. **25c.**

NEW LIFE—This is a real novelty geranium as no two flowers are alike. Medium-sized single bright red flowers are striped and flecked white, some are all red, or white with a pink eye, or the flower may be part one color and part another. Good grower, fine for pots, very free flowering. **35c.**

IVY-LEAF GERANIUMS

Also known as Ivy Geraniums and Trailing Geraniums, botanically as *Pelargonium peltatum* varieties.

This year we are listing only a few of the varieties, those not generally available in the trade.
All from 2½" pots.

BRIDESMAID (Schmidt)—Double, soft orchid or cattleya pink, very large flowers. One of the finest of them all. **25c.**

BUTTERFLIES (Schmidt)—Single, deep orchid, top petals veined and marked red. Unusual form. **25c.**

CAPRICE (Schmidt)—Semi-double light silvery pink. Top petals with elongated white bar, crimson stripes and round crimson spot. Large flowers, free flowering. **25c.**

EL GAUCHO (Schmidt)—Double, bright rose cerise, light violet undertone. Top petals marked crimson at base of petals. Large, fully double flower, free blooming. Very showy. **25c.**

JESTER (Schmidt)—Double, orchid pink with small rosy stripes at edges. Color varies. Very large flower, free blooming. **25c.**

MADAME MARGOT (syn. L'Elegante)—Single white and faintest lilac. Leaves are light green, with an irregular creamy border which turns rose-mallow under adverse (dry) conditions. Handsome in hanging pots. **25c.**

OLD MEXICO (Schmidt)—Semi-double, rose cerise, slight violet undertone. Large umbels, medium-large flowers, very free flowering. **25c.**

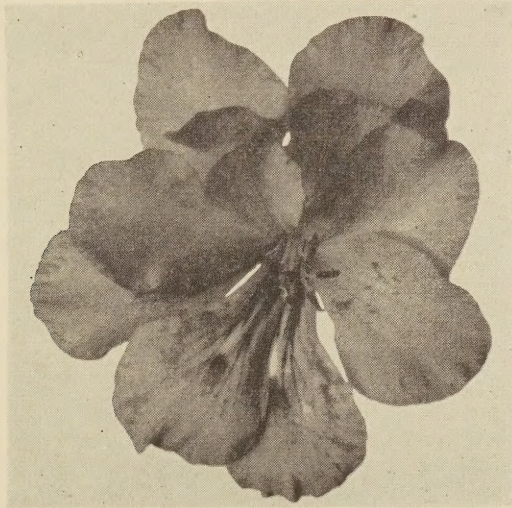
SUNSET—Variegated leaves of light green, yellowish and silvery green. Small single pink flower. **25c.**

THE DUCHESS (Schmidt)—Semi-double white, faint orchid flush, pink lines near petal edges. Large flower, free blooming. **25c.**

VALENCIA (Schmidt)—Semi-double deep pink. Top petals with elongated white bar, crimson stripes and round spot. Large flowers, very free flowering. **25c.**

SWEET HELIOTROPE

We offer the large, dark, and fragrant "Black Beauty." Grow it along fast with plenty of water and applications of fertilizer, in a warm, sunny place. It is too slow and weak in a shaded location. Flower fragrance varies with the weather. Good retail seller in 4" pots or larger specimen sizes. Strong 2½" pot plants **20c.**



JESTER

This modern Ivy Geranium is noted for elegance and size of flowers, as well as for abundance of bloom.

1952-1953 SPECIALIST'S WHOLESALE CATALOGUE



ONE WAY TO PLANT A FUCHSIA BASKET

Pictured here is a 12" hanging pot just planted with three pinched-back Fuchsias from 2 1/2" pots.

SCHMIDT NURSERY

355 Lambert Avenue

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Palo Alto, California

Palo Alto Phone Davenport 2-4501

Wm. E. Schmidt, originator and grower, twenty-eight years in the nursery business.
Member of the American Fuchsia Society, California Horticultural Society, California
Association of Nurserymen, American Association of Nurserymen
and the American Horticultural Council, Inc.

We are a Pinto Tag Nursery

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